

Local News

Long Island is one of those markets where local news tends to take high profile precedence. Whether it's reporting traffic back up on the Long Island Expressway or reporting results of a local election, WBLI is in tune with our listeners need when it counts. This initiative is based up research and feedback obtained from both from Cox Radio corporate, and conducting surveys at a targeted level: through station based focus groups and other methods.

Our Morning show from 5:30a-10:00am is the station leader in this sort of coverage..letting Long Islander's what they need to know on a local level as their day starts to take shape. WBLI's main traffic and information scans local press publications, and website to put together comprehensive locally-focused reports which run several times an hour during the morning broadcasts highlighting issues of local relevance and importance. Hosts Steve Harper and Maria Garcia take things a step further by sometimes making local news the main topic of conversation during the broadcast.

Throughout the rest of the broadcast day WBLI's air-staff is constantly in-tune with other media...television, print, and internet to deliver real-time information as it happens.

Taking things a step further, our station website at www.wbli.com enhances local news and information by providing up to the minute coverage on events that may have an immediate impact on our listeners. An example would be our STORM CENTER coverage where WBLI is updates in real time, important information relating to storm-related traffic information, school and business closings/delays and important weather statement from sources as local and national weather broadcasts including NOAA feeds.

Local Public Affairs

Staying in touch with our local community issues and needs is of paramount importance to WBLI. "Plugged In To Long Island", our primary public affairs programming block runs on Sunday mornings. The program highlights fresh material every week and is custom designed to talk about a range of issues affecting the Long Island Community. Plugged In To Long Island is a one-half hour, station produced interview program focusing on Long Island area issues. It is heard Sunday mornings at 6:00AM and 6:30AM. Plugged In To Long Island is produced by WBLI community affairs staff. East End Report is a monthly half-hour segment of Plugged In To Long Island dedicated to our East End listeners. It includes updates on ascertained issues such as the environment and land preservation of the East End. The show can be heard as part of Plugged In To Long Island. Among recent topics covered are the Pine Barrens on Long Island, The Salvation Army, domestic violence, The American Heart Association and various cultural, environmental and health topics specific to Long Island. We ascertain the needs of the community for WBLI 106.1 FM by keeping focused on Long Island, specifically Patchogue, through our programming, promotions and public affairs staff. We speak with community and government leaders, civic groups, non-profit organizations and our listeners to determine what issues are of concern to the public.

Creating Or Selecting Programming

When it comes to the actual content heard on WBLI, our programming staff as always, listens to the feedback of our listeners to help mold the sound and relevance of the station's on-air content.

Our recent initiative to the "customer service" aspect of doing business with our listeners is key to helping develop a better radio station for all involved. For example, request lines must be answered within 60 seconds of call-in. Not answering phones in any business creates an atmosphere of mistrust and frustration for the caller, and that person may not choose to call again or even listen to WBLI after that. During the day our on-air staff stays in touch with the needs of listeners not only via telephone, but also through current forms of "instant feedback" media such as instant messenger and on-line request forms for music and any other subject a listener may want to hit up. Every request and concern is answered in a timely manner on listener at a time.

Our "open door policy" is just that with regards to programming. The station program director is in constant touch with the WBLI listener to hear what he/she has to say in matters concerning on-air content. Again it goes back to super-serving the customer so their voice can be heard. The policy reflects in our music programming department where the station music director works hand in hand with the programming director in resolving listener issues. The music programming department is also in touch with various record labels which also have a pulse on listener trends and music-buying habits. If it's something that relevant and important to the WBLI listener such as an established act or breaking artist, the programming department ensures that all efforts will be made to get on-air exposure for artists that our listener wants to hear.

Taking things further, WBLI gets its listener feedback from a variety of sources. Cox Radio spares no expense in conducting research both on the qualitative and quantitative level to ensure we are putting on the right content for our listener. Surveys and questionnaires are distributed several times a year throughout the Long Island LMA. The information and feedback received is then broken down and analyzed in a series of strategic meetings with programming and corporate personnel where necessary changes are conceived and then implemented.

Auditorium testing is a major part of molding WBLI's sound. Conducted twice a year and based off of strategic information and feedback, song hooks are played for several hundred of listeners within WBLI's demographic. Listeners rate the songs based on different levels of song recognition, energy, likeability and burn. The information is then compiled and broken down. What follows is a direct impact on WBLI's music programming. Songs can be added to the playlist or re-rotated based on what our listeners tell us. Again it's all about staying in touch with the listener, in the demo and knowing what they want to hear.

WBLI also takes advantage of the power of the internet through a monthly series of Internet Call Out research where listeners are asked to listen to a number of songs on-line via www.wbli.com. A survey is then sent out, the results are then looked and necessary changes implemented.

Emergency Programming

WBLI's programming in this area is based off of real-time events as they happen. Depending on the nature/impact of that particular story/event, WBLI. We are not a news station. But in these times, the needs of our listener have changed. If it's a major story having an impact on the community WBLI makes all efforts to get to the listener all they need to know in a concise manner.

For example, the recent raising of the National Terror Alert Status over the summer was of major importance to our listeners. Several major targets in the New York City, New Jersey area were mentioned specifically in the government intel. A large percentage of the Long Island Community commutes daily into Manhattan and other parts of the Tri-State area. Immediately our programming department made the decision to get this information out to our listener in an informational style so that the listener could make his/her own decisions on how to handle the situation. Again it becomes a matter of super serving the listeners needs.

WBLI also participates in the AMBER alert network, delivering pertinent information with regards to child abductions in the area. Several months ago an AMBER ALERT was issued for an abduction in a local Long Island Town. The information was relayed immediately to WBLI and other local radio and broadcast outlets in the area. The on-air talent on duty read all the information including the description of the suspect and vehicle, several times during the first hour which is the most crucial time in getting to the suspect. The result was the child abductor caught and the young boy returned safely to his family. WBLI along with other broadcast outlets, knows the importance of being on the same page with this type of situation and makes every effort possible to aiding local law enforcement in getting the word out.

Civic, Cultural and Other Community-Responsive Programming

The WBLI Community Calendar is a listing of Public Service Announcements and community events throughout Long Island, including local Long Island non-profit organizations and fundraisers. The WBLI Community Calendar runs once per daypart daily, (seven times a day), seven days a week. Events are also listed on www.wbli.com.

Station Participation In Community Activities

For WBLI it's all about serving the listener and the community they call home: Long Island. Our initiatives in working with local and national charities and civic groups help to further WBLI's community presence while strengthening and cultivating established relationships within our listening area.

We work closely with organizations like The Leukemia & Lymphoma Society, The American Heart Association, The Cystic Fibrosis Foundation and the United Way in their efforts to raise money and awareness for their specific causes including walk-a-thons and various fundraisers.

WBLI also takes the time to recognize and highlight issues that concern the Long Island Community directly. In October 2004, WBLI became involved with 3 local breast cancer organizations; The Maurer Foundation, Breast Cancer Help and 1 in 9; for a "Think Pink" month long campaign to promote breast cancer awareness and raise funds for these organizations. Another story is Steve and Maria's Campaign, during this year's Election Day, urging listeners to come down and "vote" for their favorite candidate with food items for Long Island Harvest, a Long Island food bank.

For some time WBLI has also been attached to the Family Service League with the campaign, Steve and Maria's Adopt A Kid for the Holidays. WBLI raises funds

every year for unfortunate children on Long Island and helps buy them toys for the holidays.

WBLI also works closely with the Long Island Blood Services, providing support through announcements and on site appearances and promoting several blood drives on Long Island. Blood shortages seem to happen frequently and WBLI is always there to get the word out. WBLI also hosts at least two blood drives per year.

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